

TABLE I: EXAMPLE OF MARKETING VP BEHAVIORAL EXPRESSION

MARKETING VP AGENT, ARCHETYPAL PROGRESSION OF SCALES: [7:8:9:4:5:3]

7 news

8 company goals, corporate culture

9 personal beliefs and values

4 current status influencing marketing department

5 local context, intra-company relationships

3 actions

START ==>

7

S7L8 global business news

S7L7 marketing plan

S7L6 company reports

S7L5 intra-company email

8

S8L9 long term company goals

S8L8 marketing goals, marketing department

S8L7 marketing methods

9

S9L10 personal integrity

S9L9 personal honesty

S9L8 customer loyalty

S9L8 company survival

4

S4L6 supply costs

S4L6 shipping costs

S4L6 manufacturing costs

S4L5 employee statistics

S4L4 sales figures

S4L4 demand

5

S5L9 personal history

S5L8 marketing history

S5L7 successful cost cutting methods

S5L7 successful customer acquisition methods

S5L6 suppliers and shippers

S5L5 marketing team

S5L3 competitor actions

3

S3L8 start new campaign

S3L7 advertise

S3L7 direct mail

S3L7 start website

S3L6 cut supply costs

S3L5 add marketing employees

S3L5 fire marketing employees

S3L4 incentives for customers

S3L4 incentives for sales team

S3L3 switch suppliers

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